

# Connected Leadership

Powered by Brunswick

## Japan

New research from Brunswick highlights a growing opportunity for Japanese business leaders to emerge from crises stronger, strengthen their reputation internationally, and connect with corporate stakeholders outside of Japan using digital and social media platforms. For executives at companies with international reach and aspirations, their presence on social media offers a distinct competitive business advantage.

While Japanese businesses already experience strong levels of trust domestically, Brunswick's research found that readers of financial publications in Japan, like Nikkei Shimbun, prefer CEOs who use social media more than those who do not, and believe it is important for executives to actively communicate on social media about their company.

### Key Findings

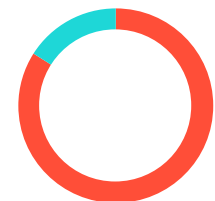
- **Globally, majorities of employees and financial readers say it is important for business leaders to actively communicate on social media.** This provides an opportunity for Japanese companies and executives to better reach their international stakeholders and meet global expectations.
- **Social media can help business leaders build and sustain strong levels of trust.** A majority of financial readers in Japan and globally say they are more likely to trust a CEO who uses social media. Stakeholders cite that social makes leaders more accessible as a top reason why.
- **During a crisis, social media is viewed by external stakeholders as a critical communications channel.** For business leaders in Japan, the most important topics to communicate publicly about include emergencies and natural disasters, misinformation, COVID-19, and crises involving the company, according to domestic audiences.

### The Landscape



**7 out of 10**

financial readers in Japan trust a CEO who uses social media more than one who does not, slightly lower than global financial readers (74%).



**84%**

of Japanese financial readers believe it is important for executives to actively communicate on social media about their company, compared to 89% globally.



**9 out of 10**

financial readers in Japan and around the world cite the importance of social media communications by CEOs during a crisis.



Learn more about Connected Leadership and how Brunswick can help by contacting [ConnectedLeadership@BrunswickGroup.com](mailto:ConnectedLeadership@BrunswickGroup.com)



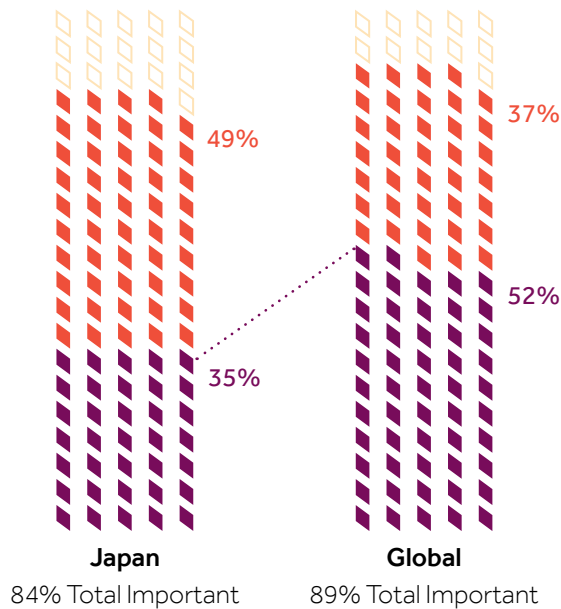
Click here to get the 2021 Connected Leadership report

**Crises are magnified without Connected Leadership. Adaptive executives who build trust before it is needed are better positioned to lead more effectively when it matters most.**

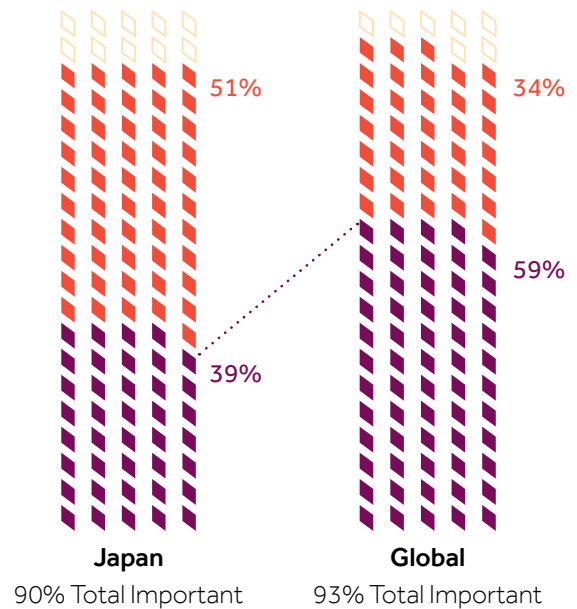
While financial readers in Japan agree that social media is an important component of leadership communications, global audiences find it **very** important.

Very Important Somewhat Important

How important is it for CEOs to actively communicate on social media?



How important is it for CEOs to actively communicate on social media during a crisis?



### What's Next?

1. Begin implementing Connected Leadership today. How can you adapt your leadership to be more accessible and transparent?
2. Assess how your executive team has responded to the demand for accessible, transparent leadership. Does it compare favorably with your competition?
3. When prospective employees or investors search for you online, what will they find? Evaluate your reputation through the same lens as your stakeholders.
4. Determine which leadership adaptations should persist and evolve beyond the pandemic. What still needs improvement?
5. How will you lead through the next crisis? Build digital into your crisis response protocols.

### About Connected Leadership

Connected Leadership, powered by Brunswick, is the authoritative platform to understand how modern businesses can redefine leadership in a connected world. We asked readers of financial publications and employees of companies with more than 1,000 employees – groups emblematic of the external stakeholders business leaders want to reach – about their communications expectations of corporate leaders across 13 countries and markets.



Learn more about Connected Leadership and how Brunswick can help at [BrunswickGroup.com/ConnectedLeadership](https://BrunswickGroup.com/ConnectedLeadership)